

# CHAPTER 2: POPULATION, HOUSING & ECONOMY

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## **A. Introduction**

This chapter provides background information, goals and objectives about the population, housing and economy of the North Coast. Although Cambria, San Simeon Acres, and the rural area are unique and separate communities, they are connected in terms of their economy. Unless otherwise noted, all information in this chapter is based on 2000 census data. This chapter provides information about Cambria and San Simeon Acres, as well as information about the entire North Coast Planning Area, the county and the State for comparison purposes.

## **B. Population**

- 1. Historic Population Growth.** The North Coast Planning Area, ~~like as is true of~~ the other coastal areas, has grown at a faster rate than the county average. The population ~~has grown~~ grew from approximately 2,100 in 1970 to over 3,600 in 1980. By 1990, the North Coast had a population of 5,936 (see Table 2-1). ~~The present population of Cambria is around 3,300.~~

**Table 2-1**  
**Historical Population Growth**

	1970	1980	1990	2000
San Simeon Acres	50	150	206	253
Rural	334	350	348	867
Cambria	1,716	3,100	5,382	6,218
Total	2,100	3,600	5,936	7,338

The year 2005 population for Cambria is approximately 6,400. The population of San Simeon Acres ~~is estimated to slightly exceed 100 in 2005~~ is estimated to be 250. The rural population is between 500 and 600 persons. ~~Based on past past growth rates, the projected population for the North Coast Planning Area will exceed 6,700 by the year 2000, with most of this growth occurring in the Cambria area.~~

Over the past several decades, Cambria's growth ~~has been~~ was slow but steady, resulting in an average annual increase of about 45 persons per year. In 1950, Cambria had 788 residents, a figure that rose to 1,260 by 1960, and 1,716 by 1970. The population in Cambria was 3,100 in 1980. ~~Projection of future growth indicates a permanent population of 5,400 persons by the year 2000.~~

The North Coast displays a disproportionate age structure compared to that of the county and state. Older people make up a larger proportion of the population, reflecting the area's attractiveness for retired persons.

~~The distribution of age groups in Cambria differs markedly from San Luis Obispo County and from the country as a whole. In 1964, approximately 21% of the Cambria population was over 65; in 1970 this had risen to 25%. The percentage of school age children had correspondingly declined from 22% to about 19% during the same period. These figures suggest that elderly or retired persons remain a major age group and are probably increasing in relation to the entire community population.~~

Cambria's growth can be attributed to its role as a recreational and vacation community, with large proportion of the housing supply serving as second homes. This has resulted in a vacancy factor of 28%, or only 72% of the existing dwellings being occupied by permanent residents.

At present the permanent population at San Simeon Acres is limited as very little year-round residential development has occurred. Anticipated future growth will be in multiple family units to provide second homes or retirement units, or to serve those who work in the local businesses.

## **1. Population Profile.**

- A. Total Population.** The county grew at a much faster rate in the 1980's than did the state. Much of the growth is attributed to in-migration from other areas of the state. Cambria grew at a much faster rate than the rest of the county. Estimates for San Simeon Acres are approximate, since figures had to be extracted from census data that includes the rural area (see Table 2-2).

**Table 2-2**  
**Total Population - 2000**

	San Simeon Acres		Cambria		County		State	
1980 population	150		3,100		155,435		23,667,902	
1990 population	206		5,382		217,162		29,760,021	
2000 adjusted population	247		6,218		246,681		33,871,648	
1980-2000 change	97	65%	3,118	101%	91,246	59%	10,203,746	43%

**B. Age Profile.** Based on the 2000 census, the following table indicates differences in age groups for the Cambria urban areas as compared to the county and state. No census data is available for San Simeon Acres. In Cambria, 42 percent of the population is over 55 years of age, as compared to 23 percent for the county (see Table 2-3).

**Table 2-3**  
**Age Profile - 2000**

Group	Cambria		County		State	
	Persons	%	Persons	%	Persons	%
0-4 years	239	3.84	12,358	5.01	2,486,981	7.34
5-9	287	4.61	14,912	6.05	2,725,880	8.05
10-14	308	4.94	16,174	6.56	2,570,822	7.59
15-19	308	4.94	20,893	8.47	2,450,888	7.24
20-24	218	3.50	22,647	9.18	2,381,288	7.03
25-34	415	6.66	28,177	11.42	5,229,062	15.44
35-44	709	11.38	38,416	15.57	5,485,341	16.19
45-54	1,135	18.21	36,150	14.65	4,331,635	12.79
55-59	488	7.83	11,787	4.78	1,467,252	4.33
60-64	465	7.46	9,482	3.84	1,146,841	3.39
65-74	920	14.76	18,094	7.34	1,887,823	5.57
75-84	606	9.72	13,415	5.44	1,282,178	3.79
85+	134	2.15	4,176	1.69	425,657	1.26
<b>Total</b>	<b>6,232</b>	<b>100.00</b>	<b>246,681</b>	<b>100.00</b>	<b>33,871,648</b>	<b>100.00</b>

- C. Education Attainment.** Residents of the North Coast area communities are generally better educated than county- and state-wide populations. The following figures in Table 2-4 are for persons 25 years or older.

**Table 2-4**  
**Education Attainment- 2000**

	<b>Cambria</b>		<b>County</b>		<b>State</b>	
	Persons	%	Persons	%	Persons	%
Less than 9 <sup>th</sup> grade	177	3.62	7,836	4.92	2,446,324	11.49
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	251	5.13	15,128	9.50	2,496,419	11.72
High school graduate (includes equivalency)	804	16.42	34,728	21.81	4,288,452	20.13
Some college, no degree	1,591	32.50	44,514	27.96	4,879,336	22.91
Associate degree	337	6.88	14,483	9.10	1,518,403	7.13
Bachelor's degree	1,162	23.73	27,648	17.37	3,640,157	17.09
Graduate or professional degree	574	11.72	14,859	9.33	2,029,809	9.53
<b>Total</b>	<b>4,896</b>	<b>100.00</b>	<b>159,196</b>	<b>100.00</b>	<b>21,298,900</b>	<b>100.00</b>

- D. Household Profiles.** Table 2-5 shows that household sizes in Cambria are smaller than those of the county and state. A household is an occupied housing unit .

**Table 2-5**  
**Total Households - 2000**

	Cambria		County		State	
	Persons	%	Persons	%	Persons	%
Households in 1990	2,386		80,281		10,381,206	
Households in 2000	2,816		92,739		11,502,870	
1990-2000 change	430	18.02	12,458	15.52	1,121,664	10.80
<b>Persons per Household</b>						
	Cambria		County		State	
1990 average	2.25		2.533		2.79	
2000 average	2.21		2.49		2.87	

**E. Household Types.** The following Table 2-6 and graph shows household types in Cambria as compared with the rest of the county and the state.

**Table 2-6**  
**Households by Type - 2000**

	Cambria		County		State	
		%		%		%
Family Households (2 or more persons):	1,882	66.83	58,654	63.25	7,920,049	68.85
- with children	524	18.61	26,116	28.16	4,117,036	35.79
- married with children	390	13.85	19,170	20.67	2,989,974	25.99
- married without children	1,232	43.75	27,599	29.76	2,887,110	25.10
- female householder, no husband, w/children	106	3.76	5,055	5.45	834,716	7.26
- female householder, no husband, no children	94	3.34	3,405	3.67	613,794	5.34
Non-family Households	934	33.17	34,085	36.75	3,582,821	31.15
<b>Total Households</b>	<b>2,816</b>	<b>100.00</b>	<b>92,739</b>	<b>100.00</b>	<b>11,502,870</b>	<b>100.00</b>

**F. Household Income.** The following Table 2-7 shows household income in Cambria as compared with the rest of the county and the state.

**Table 2-7**  
**Household Income - 2000**

Income Level 1990	Cambria		County		State	
	Persons	%	Persons	%	Persons	%
\$0-\$10,000	178	6.33	8,382	9.04	967,089	8.40
\$10,000-\$14,999	160	5.69	6,115	6.59	648,780	5.64
\$15,000-\$24,999	278	9.89	11,515	12.42	1,318,246	11.45
\$25,000-\$34,999	418	14.86	11,970	12.91	1,315,085	11.42
\$35,000-\$49,999	529	18.81	15,133	16.32	1,745,961	15.17
\$50,000-\$74,999	576	20.48	18,718	20.19	2,202,873	19.14
\$75,000-\$99,999	228	8.11	9,735	10.50	1,326,569	11.52
\$100,000-\$149,999	265	9.42	7,258	7.83	1,192,618	10.36
\$150,000-\$199,999	93	3.31	1,945	2.10	385,248	3.35
\$200,000 or more	87	3.09	1,961	2.11	409,551	3.56
<b>Total</b>	<b>2,812</b>	<b>100.00</b>	<b>92,732</b>	<b>100.01</b>	<b>11,512,020</b>	<b>100.00</b>
2000 median income (\$)	45,000		42,428		47,493	



## **C. Population Projections**

With countywide growth management provisions, existing shortages of important resources such as water and public services, and the inability of the natural environment to sustain full buildout, the North Coast Planning Area is not expected to reach buildout of the land use described by this Plan in the 20-year term of the Plan.

- 1. Land Use and Growth.** Historic growth rates in the North Coast have been higher than the countywide average. In the 20-year period between 1970 and 1990, Cambria, San Simeon Acres, and the rural area nearly doubled in population every ten years. There is still an ample supply of existing vacant lots, within both Cambria and San Simeon.

While buildout is theoretically possible, it is not very likely because of resource constraints such as water supply, traffic capacity, and public facility limitations. Development of the large amounts of water capacity necessary to sustain a large population would be very costly, difficult, and time-consuming.

More importantly, community input has indicated that sustaining past growth rates is neither wise nor acceptable. Past growth rates, together with increasing difficulty on the part of the community to provide necessary funding and improvements for more water, traffic capacity, schools, and other services, have left the North Coast area with several serious resource deficiencies.

In response to community input and existing resource deficiencies, this Plan recommends continued managed growth according to the existing *Title 26, Growth Management Ordinance*. Managing growth in accordance with this Growth Management Ordinance will ensure that residential growth does not exceed the community's capacity to correct existing deficiencies, and that services will be provided for new growth anticipated by this Plan. In addition, the rates outlined in Title 26 are compatible with the community's desires to preserve community character while providing an environmentally responsible schedule for growth.

- 2. Growth Management and Anticipated Growth Rates.** The current county growth rate for dwelling units is set annually. Countywide, the number of new dwelling units allowed yearly is generally 2.3 percent of the existing county dwelling units. There are a few types of housing that are not subject to this limitation, such as farm worker and affordable housing projects. During some years, fewer allocations may be allowed due to water shortages. Since 1999, the County limited the allocations for Cambria to a maximum 1 percent rather than 2.3 percent. This one percent limit will continue due to Cambria's water shortages.

Requests for allocations to build new units for San Simeon Acres and the rural area are considered from the County total.

- A. Cambria.** There were approximately 4,000 dwellings in 2005, with approximately 7,900 potential additional units allowed by the existing 1988 plan. Theoretically, all of this growth has the potential to occur during the life of the existing plan since the existing plan does not include growth rates.

With the public purchase of East/West Ranch and change of developable acreage to Recreation and Open Space, approximately 738 potential dwellings were removed. Further reductions are proposed to result in an approximately 31% decrease in dwelling units from the total potential

A one percent annual growth rate is codified in Chapter 7 of this plan. At one percent growth per year, an additional 975 units would result under the 20-year term of this plan. Based on the range of historic population rates for Cambria, this would result in a population between 8,255 and 11,190 people in Cambria by 2025.

Should the plan never be updated again, the ultimate buildout would be 6,130 and would not occur until 2048. Based on historic population rates for Cambria, this would result in a population between 10,180 and 13,790 people in Cambria by 2048. However, through the standard development review process and future plan updates, development levels would continue to match available resources such as water and public services.

- B. San Simeon Acres.** There were approximately 320 dwelling units in San Simeon acres in 2005. There are sufficient number of existing lots that are vacant or partly developed to allow approximately 530 additional dwelling units. Taking into account growth management at a 2.3% rate per year, the proposed plan projects a total of 530 units in San Simeon. Based on the range of historic population rates for San Simeon, this would result in a population between 400 and 740 people in San Simeon. The community has made substantial efforts to retrofit plumbing, resulting in greatly reduced water usage and sewage generation. However, constraints such as water supply, sewage disposal, school capacity, and Highway One capacity will continue to limit growth.

Table A contains population projections for the planning area, excerpted from the countywide projections found in Table C of Framework for Planning. For comparison, Table B contains the projected Absorption Capacity, which is the potential planning area

population resulting from unconstrained growth and fully-occupied development to the maximum permitted in each land use category. (Framework for Planning offers a more detailed discussion of Absorption Capacity.)

**TABLE A**  
**POPULATION PROJECTIONS**  
**NORTH COAST PLANNING AREA**

Year	Cambria	Rural Area	Planning Area	% of County
1979	3,087	530	3,617	2.50
1980	3,274	540	3,814	2.55
1985	3,722	694	4,416	2.61
1990	4,232	4,896	5,128	2.76
1995	4,776	1,089	5,865	2.90
2000	5,391	1,320	6,711	3.05

**TABLE B**  
**ABSORPTION CAPACITY<sup>1</sup>**  
**NORTH COAST PLANNING AREA**

Land Use Categories	Rural Area	Cambria	San Simeon Acres	Total Planning Area
Agriculture	2,597	=	=	2,597
Rural Lands	154	=	=	154
Residential Rural	=	=	=	=
Residential Suburban	=	259	=	259
Residential Single Family	=	17,471	=	17,471
Residential Multi-Family	=	3,667	588	4,255
Office & Professional	=	128	=	128
<b>ABSORPTION CAPACITY</b>	<b>2,751</b>	<b>21,525</b>	<b>588</b>	<b>24,864</b>
Existing Population	436	3,274	104	3,814
<b>POTENTIAL ADDED POPULATION</b>	<b>2,315</b>	<b>18,251</b>	<b>484</b>	<b>21,050</b>
<sup>1</sup> Potential population at build-out by land use category.				

## **D. Housing**

1. **Introduction.** The North Coast Planning Area, like other areas, has a number of constraints to providing affordable housing for all segments of the community. Affordable housing is not easily available to those with lower incomes, such as motel workers, and farm workers. With tourism and agriculture as the largest segment of the economic base in the area, it is essential that housing needs be addressed. Other groups with unmet housing needs include minimum wage earners, young people, renters, and elderly persons needing care.
2. **Housing and Population.** The quality of life of the North Coast has also attracted many retired people and self-employed younger families. The largest age group is 35 to 54 year-olds, which comprises about 30 percent of the total population. The second largest group is the over-65 group, at about 27 percent of the population. Cambria is the largest community on the North Coast, with housing mostly provided by single-family dwellings. Housing is in very good condition, with a high percentage of single-family and owner-occupied units. An abundance of vacant lots, existing infrastructure, steady growth rate, and desire for many to live in the North Coast will likely continue this pattern.
3. **Housing Approaches in this Plan.** Providing for current and future housing needs is essential for the well-being of residents and the future of the economy. The Area Plan works with the *Housing Element* to further the housing goals of the County. The segments of the population with unmet housing needs may best be provided with multi-family housing, such as apartments, group housing, and mobile homes. While government actions may remove some obstacles to housing development, and encourage programs for financial assistance, there are still a number of additional factors, such as interest rates and construction costs, that affect housing availability and are beyond the scope of this Area Plan.

This Plan designates land in both Cambria and San Simeon Acres for multi-family residential use. Both communities have ample land area and encourage mixed-use development projects, such as projects which provide rear-lot apartments behind a commercial-frontage. While resources such as water have been a problem in the past, this Plan allows a limited amount of water previously allocated to visitor-serving uses to be re-allocated to affordable housing projects in Cambria. This Plan also ensures that land potentially supporting multi-family housing is in close proximity to transit opportunities. Other programs and ordinances already allow farm worker housing in agricultural areas. In addition, there are requirements that 15 percent of the units in large new residential projects shall be affordable housing units. These measures will help encourage affordable housing opportunities in the

Planning Area, however, further measures will probably need to be implemented in order to provide the amount of affordable housing that will be needed in the future.

Ensuring that there is sufficient land designated for multi-family housing is an important objective of this Plan. Individual strategies to meet affordable housing needs are listed below:

- A. San Simeon Acres.** San Simeon Acres contains some affordable housing units. Approximately 40 acres of vacant and partly developed land are located within the village, with a potential for 500 additional residential units. This area lacks school capacity and support facilities, and a sharp increase in new residential development in the area has the potential to conflict with the tourist economy. An additional important concern is providing a dependable and affordable long-term water source.
- B. Cambria.** This Plan allows a potential for 975 additional residential units to result under the 20 year term of the plan. Cambria has approximately 50 acres of vacant and partially developed land in the Residential Multi-family and Commercial Retail categories, with the potential for 616 additional dwelling units.

An important part of the Plan's affordable housing strategy is to encourage mixed-use development projects in the downtown area, such as projects which provide rear-lot apartments behind a commercial frontage. An advantage to this strategy is that it locates housing within walking distance of shopping, services, and Main Street, where transit may be available.

#### **4. Housing Profile.**

- A. Types of Housing Units.** Approximately 93 percent of the housing units in Cambria are single-family detached homes. This is a higher percentage than the rest of the county or state, but is to be expected, since much of the community consists of small lots created in the 1920's. The dominance of small lots and single-family dwellings reflects the market demand for this housing type over multi-family dwellings. It also shows that there is less variety of housing types in the area (see Table 2-8).

**Table 2-8**  
**Housing Unit Type - 2000**

Type	Cambria		County		State	
		%		%		%
1 unit, detached	3,366	89.76	67,120	64.89	6,883,493	56.35
1 unit, attached	118	3.15	6,096	5.89	931,873	7.63
2 units	84	2.24	3,022	2.92	327,024	2.68
3-4 units	38	1.01	5,150	4.98	697,779	5.71
5-9 units	12	0.32	3,508	3.39	722,827	5.92
10-19 units	28	0.75	2,323	2.25	619,092	5.07
20 or more units	37	0.99	5,054	4.89	1,462,793	11.98
Mobile homes	61	1.63	11,168	10.80	538,423	4.41
Boat, RV, van, etc.	6	0.16	728	0.70	31,245	0.26
<b>Total</b>	<b>3,750</b>	<b>100.00</b>	<b>103,441</b>	<b>100.71</b>	<b>12,214,549</b>	<b>100.00</b>

- B. Housing Costs.** The percentage of owners paying at least 30 percent of their income for housing in Cambria is about equal to the percentage in the county and the rest of the state (see Table 2-9).

**Table 2-9**  
**Housing Costs - 2000**

Category	Cambria		County		State	
		%		%		%
Median home value (\$)	\$ 305,600	%	\$ 230,000	%	\$ 211,500	%
<b>Owners</b> paying > 30% of income for housing	596	30.8	13,892	31.7	1,726,959	31.2
<b>Source: 2000 Census</b>						

- C. Rental Housing Costs.** Rents in Cambria are higher than in the rest of county and the state (see Table 2-12).

**Table 2-10**  
**Rental Housing Costs - 2000**

Category	Cambria		County		State	
Median rent (\$)	\$868		\$719		\$747	
<b>Renters</b> paying > 30% of income for housing	300	44%	16,865	48%	2,079,695	40%
<b>Source:</b> 2000 Census						

- D. Year Housing Built.** The housing stock in Cambria is quite new, with 73 percent built since 1970. In the year 2005, there were approximately 4,000 dwellings within Cambria's Urban Reserve Line (see Table 2-13).

**Table 2-11**  
**Year Housing Built - 2000**

Occupancy	Cambria		County		State	
		%		%		%
Occupied Units:						
- Occupied by owners	2,080	73.86	57,001	61.46	6,546,334	56.91
- Occupied by renters	736	26.14	35,738	38.54	4,956,536	43.09
<b>Total Occupied Units</b>	<b>2,816</b>	<b>100.00</b>	<b>92,739</b>	<b>100.00</b>	<b>11,502,870</b>	<b>100.00</b>
Vacant Units:						
- for rent	74	7.91	1,183	12.41	190,321	26.74
- for sale	39	4.17	619	6.49	92,197	12.95
- rented or sold	29	3.10	621	6.51	50,846	7.14
- seasonal use	738	78.85	6,179	64.80	236,857	33.28
- held for migrant workers	0	0.00	27	0.28	2,205	0.31
- other vacant	56	5.98	907	9.51	139,253	19.57
<b>Total Vacant Units</b>	<b>936</b>	<b>100.00</b>	<b>9,536</b>	<b>100.00</b>	<b>711,679</b>	<b>100.00</b>



- E. Occupancy Type.** Approximately 21 percent of the homes in Cambria are occupied only on a seasonal basis. Those homes are not usually available for local permanent residents. Occupancy type describes who actually occupies a dwelling unit and is also referred to as “tenure” (see Table 2-14). The percentage of homes not occupied permanently is the “vacancy rate.”

**Table 2-12**  
**Tenure of Housing Units - 2000**

Occupancy	Cambria		County		State	
	Persons	%	Persons	%	Persons	%
Occupied Units:						
- Occupied by owners	2,080	73.86	57,001	61.46	6,546,334	56.91
- Occupied by renters	736	26.14	35,738	38.54	4,956,536	43.09
<b>Total Occupied Units</b>	<b>2,816</b>	<b>100.00</b>	<b>92,739</b>	<b>100.00</b>	<b>11,502,870</b>	<b>100.00</b>
Vacant Units:						
- for rent	74	7.91	1,183	12.41	190,321	26.74
- for sale	39	4.17	619	6.49	92,197	12.95
- rented or sold	29	3.10	621	6.51	50,846	7.14
- seasonal use	738	78.85	6,179	64.80	236,857	33.28
- held for migrant workers	0	0.00	27	0.28	2,205	0.31
- other vacant	56	5.98	907	9.51	139,253	19.57
<b>Total Vacant Units</b>	<b>936</b>	<b>100.00</b>	<b>9,536</b>	<b>100.00</b>	<b>711,679</b>	<b>100.00</b>



## **E. Economy**

### **1. Background History.**

In the years since its founding, Cambria's principal economic activities have experienced broad changes. Once an important service center for pioneer residents of the adjacent coastal region, ~~valuable products were locally produced~~ products ~~that~~ included whale oil, lumber, mercury, gold, and dairy products. Many of these were exported. Eventually, depletion of mineral resources and the replacement of coastal shipping by inland transportation diminished Cambria's position of economic importance in the county.

While Cambria continues to provide limited services to nearby agricultural areas, its role as a resort and retirement community has steadily grown in importance since the 1920's. Today, visitors come to enjoy the pleasant natural setting, the seashore, and numerous recreational opportunities, such as art, craft and antique shops, and fine restaurants. ~~that are Cambria's most valuable economic assets.~~ The sale of lots and construction of homes also adds significantly to income-producing activities ~~carried on~~ in the community.

Besides retirement, the economy of the North Coast Planning Area is oriented to serving the surrounding agricultural areas and tourists visiting the central California coast. The major tourist attraction is Hearst San Simeon State Historical Monument, which in 1989 attracted over one million 950,000 visitors. ~~annually.~~ Also, the beauty and tranquility of the coastal area extending from Cambria to Big Sur continues to draw the travelers along the coastal corridor. Most of the tourist visits occur during the summer vacation months; however, year-round tourist use is increasing. San Simeon Acres and Cambria both are oriented to serving the traveling public. ~~Tourist-serving commercial centers, primarily lodges, are identified for several small areas within Hearst Ranch.~~

Most of the local work force is involved in service or retail trade. The lack of economic diversity and high dependence on tourism is a potential problem affecting Cambria's future economic stability. With tourism as the major economic base, efforts are directed toward strengthening this base by adding new attractions, and diversifying the economy. Another sector for employment may be providing goods and services for a growing number of retirees. ~~Cambria as a major tourist center.~~

Economic development is oriented to tourism and recreation. Motels, restaurants, and specialty retail shops serving visitors to the central coast have been developed. Continued economic growth of this type is anticipated in accordance with increasing visitor demand and successful implementation of programs to enhance basic services, such as water supply. Expansion of attractions ~~that would~~ to keep visitors in the central coast area for longer periods of time would ~~substantially~~ also increase economic benefits to the area.

## **2. Goals and Objectives.**

The following section reiterates the general goals for Cambria and San Simeon Acres in this Plan concerning economics:

- A. Economy.** Promotes a strong, diverse and viable local economy by:
  - 1.** Pursuing planning policies that balance economic, environmental and social needs of coastal areas.
  - 2.** Recognizing the importance of tourism and agriculture as significant parts of the economic base of the coastal areas.
  - 3.** Considering the economic and fiscal effects of land use planning decisions. Encourage new development projects to employ locally-based workers in order to reduce traffic and resulting air pollution.
- B. Visitor Serving, Recreation and Resort Development.** Preserve and enhance visitor opportunities in appropriate locations as an important part of the economy by:
  - 1.** Implementing the California Coastal Act by acknowledging that public opportunities for recreation have priority over private residential, non-visitor serving commercial or industrial development, but not over agriculture or coastal dependent industry.
  - 2.** Requiring that new destination resorts and recreational development such as hotels, conference centers and outdoor recreation to be located within or adjacent to urban village areas, or to existing visitor destination points. (Mod 7)
  - 4.** Balancing carefully the needs of visitors with those of the local residents. Emphasis should be on careful management of diminishing resources such as water sewage disposal, and traffic capacity.
- C. Commercial and Industrial Land Uses.** Designate commercial and/or industrial areas that are compatible with overall land use by:
  - 1.** Designating commercial and/or light industrial areas compatible with overall land uses that are convenient to users, and are realistically related to market demand and the needs of the community.

2. Designating visitor-serving and community-serving commercial areas that are located near existing similar development and their users.
3. Creating and preserving desirable downtown and neighborhood business characteristics, such as compatible uses, safe employment areas, sense of scale, attractive landscaping, pedestrian ways and other amenities.

### **3. Employment Profile.**

The following data from the 2000 census describes the profile of workers in Cambria as compared to the county and the state.

#### **A. Labor Force.**

**Table 2-13**  
**2000 Labor Force (16+ Years) - 2000**

	<b>Cambria</b>	<b>County</b>	<b>State</b>
Males in labor force	1,503	63,325	8,765,269
- Civilian males employed	1,432	59,451	8,045,350
- Civilian males unemployed	68	3,670	587,862
Females in labor force	1,430	53,543	12,998,409
- Civilian females employed	1,394	50,218	6,673,578
- Civilian females unemployed	36	3,241	522,412
Labor Force Population in Armed Forces	2	288	148,677
<b>Total Population not in Labor Force</b>	<b>2,472</b>	<b>83,704</b>	<b>9,618,265</b>
<b>Total Population in Labor Force</b>	<b>2,932</b>	<b>116,868</b>	<b>15,977,879</b>

**B. Industry and Employment.**

**Table 2-14**  
**Industry (16+ Years) - 2000**

	Cambria		County		State	
	Persons	%	Persons	%	Persons	%
Agriculture, forestry, fishing and hunting, and mining	75	2.65	4,134	3.77	282,717	1.92
Construction	216	7.64	8,642	7.88	915,023	6.22
Manufacturing	46	1.63	7,772	7.09	1,930,141	13.11
Transportation/ Warehousing/ Utilities	95	3.36	4,975	4.54	689,387	4.68
Wholesale trade	34	1.20	2,721	2.48	596,309	4.05
Retail trade	436	15.43	13,561	12.37	1,641,243	11.15
Finance, insurance, real estate, and rental and leasing	145	5.13	5,545	5.06	1,016,916	6.91
Information	42	1.49	2,907	2.65	577,463	3.92
Professional, scientific, management, administrative, and waste management services	315	11.15	10,336	9.42	1,711,625	11.63
Educational, health and social services	441	15.61	23,923	21.81	2,723,928	18.51
Arts, entertainment, recreation, accommodation and food services	705	24.95	12,500	11.40	1,204,211	8.18
Other services (except public administration)	158	5.59	5,883	5.36	761,154	5.17
Public administration	118	4.18	6,770	6.17	668,811	4.54
<b>Total</b>	<b>2,826</b>	<b>100.00</b>	<b>109,669</b>	<b>100.00</b>	<b>14,718,928</b>	<b>100.00</b>

**C. Type of Worker.**

**Table 2-15**  
**Type of Worker - 2000**

	<b>Cambria</b>		<b>County</b>		<b>State</b>	
	<u>Persons</u>	<u>%</u>	<u>Persons</u>	<u>%</u>	<u>Persons</u>	<u>%</u>
Private wage and salary workers	1,629	57.64	60,720	71.45	11,257,393	76.48
Government workers	505	17.87	3,281	3.86	2,158,071	14.66
Self-employed workers in own not incorporated business	612	21.66	12,639	14.87	1,249,530	8.49
Unpaid family workers	80	2.83	8,341	9.82	53,934	0.37
<b>Total</b>	<b>2,826</b>	<b>100.00</b>	<b>84,981</b>	<b>100.00</b>	<b>14,718,928</b>	<b>100.00</b>

**D. Place of Work.** In the county, a high percentage of people work in the same community in which they live (see Table 2-16). This situation reflects a better jobs/housing balance than that in the rest of the state. Cambria has a better jobs/housing balance than either the county or the state.

**Table 2-16**  
**Place of Work - 2000**

	<b>Cambria</b>		<b>County</b>		<b>State</b>	
Work in community of residence	1,114	53.38%	35,237	45.28%	5,061,526	39.78%
Work outside community of residence	973	46.62%	42,578	54.72%	7,661,711	60.22%

- E. Travel Time to Work.** Travel time to work is related to the balance of jobs and housing in an area. Based on 2000 census data, most working residents in Cambria also work in their community.

**Table 2-17**  
**Travel Time to Work - 2000**

	<b>Cambria</b>		<b>County</b>		<b>State</b>	
		<b>%</b>		<b>%</b>		<b>%</b>
0-9 minutes	1,050	41.57	23,665	23.30	1,605,146	11.49
10-14 minutes	398	15.76	19,655	19.35	1,930,263	13.82
15-19 minutes	305	12.07	15,431	15.19	2,157,970	15.45
20-24 minutes	127	5.03	13,648	13.44	2,004,060	14.35
25-29 minutes	76	3.01	5,538	5.45	782,241	5.60
30-34 minutes	141	5.58	10,560	10.40	2,025,657	14.50
35-44 minutes	210	8.31	4,118	4.05	894,530	6.40
45-59 minutes	114	4.51	4,040	3.98	1,151,598	8.24
60-89 minutes	48	1.90	2,494	2.46	933,123	6.68
90 or more minutes	57	2.26	2,430	2.39	483,698	3.46
<b>Total workers who did not work at home</b>	<b>2,526</b>	<b>100.00</b>	<b>101,579</b>	<b>100.00</b>	<b>13,968,286</b>	<b>100.00</b>
Mean travel time (minutes)	19		21.1		27.7	

- 4. Tourism and Overnight Units.** Tourism continues to be a major portion of the economic base for the North Coast area. Major attractions are Hearst Castle and the scenic coastline. Overnight units are hotel, motel, and bed & breakfast rooms in existing facilities. There are also approximately 200 campsites at San Simeon State Park in the north part of Cambria.

- A. Existing Hotel/Motel Units.** The following table shows existing overnight units in the North Coast as compared to other coastal communities.

**Table 2-18**  
**Existing Hotel/Motel Units - 2003**

North Coast		Coastal Communities	
Area	Units	Area	Units
San Simeon Acres	706	North Coast	1,418
Cambria	733	Cayucos	122
North Coast Rural	45	Los Osos	48
		Morro Bay	946
		Pismo Beach	1,855
		San Luis Obispo	1,885
<b>Total</b>	<b>1,484.00</b>	<b>Total</b>	<b>6,274.00</b>

